

SAFETY AND VALUE WHAT BUYERS WANT

of Grady-Roueché
Motor Car Company Dis-
cusses Auto Business.

ESSENTIALS IN A CAR

Grady Tells of the
Things the Purchaser
Looks For.

Attitude toward automobiles
prospective buyers is constantly
changing. It is no longer a matter
of a mere toy, but a business-like
affair. E. M. Grady of the Grady-
Roueché Motor Car Company, local agent
for the White Automobile company, says
that the buyer is not so much in-
terested in the appearance of the car,
but in the quality of the material and
the same quality that he de-
mands in any other commodity he pur-
chases.

Following the example of auto-
mobile dealers all over the country," says
Manager Grady, "we are going to
come as close to exhibiting a stripped
chassis as we can. We will have at the
show a motorcycle completely taken
apart and will show as far as possible
the action of each of the working
parts. This is going to be the biggest
motorcycle year of all. I am judging
by the number of inquiries we are hav-
ing and the number of people to whom
we are showing motorcycles. The young
men of Salt Lake who cannot afford
automobiles are beginning to take an
increasing interest in the motorcycle
and above all the Excelsior. We op-
erate in both the states of Utah and
Idaho and in the city of Salt Lake
alone we have close to 500 owners.
Out of a shipment which we have or-
dered to be delivered in carload lots
by monthly or oftener and which to-
tals over 400 machines, we have al-
ready sold and received deposits on 186.
Our sales during the show should bring
this total to more than half of our ad-
vance 1914 order. This season of the
year is not the best for the sale of
motorcycles at the show, but I am honest-
ly afraid that we will not be able to se-
cure enough Excelsior motorcycles to
meet the demand."

The Excelsiors shown at the show
will be the new 1914 two-speed gear
models. This is claimed to be the very
latest feature in the improvement of
the two-wheeled racer. The Excelsior
engine will be the same standard power
producer which has been manufactured
by the Excelsior people without a radi-
cal change since the substitution of the
mechanical for the automatic valve
seven years ago.

and the demonstration becomes a
showing of the smoothness of opera-
tion of the car under average condi-
tions of driving. It is a good thing
for the automobile industry that such
a change in the part of prospective
buyers has taken place, for it puts
selling on a safer, more profitable and
satisfactory basis.

Like all tremendous industries
which have sprung up in an extreme-
ly short time, the automobile has
passed through its early days of ex-
uberant buoyancy and is now matur-
ing into an established part of our
legitimate business life. And the
manufacturers who show by their
sales methods, and by the way they
build their cars, that they are fur-
thering the present trend, are the
ones who will be in business to stay.

The tremendous financial resources
and manufacturing prestige of the
Reo and Veie companies are too well
known to require comment, and, com-
bined with the quality of the product,
make the outlook for future business
with these two cars an optimistic
one.

Petty Dirigible Headlights

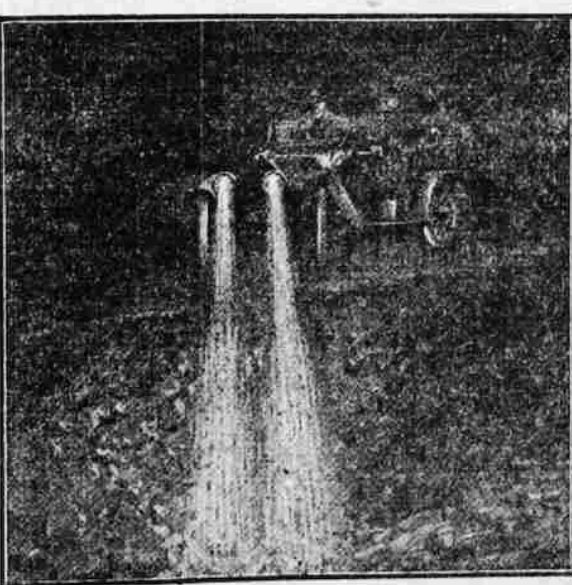
STATIONARY LIGHTS

DIRIGIBLE LIGHTS

The Old Way

"Safety First"

The New Way



This illustration shows how accidents occur for want of a lighted way.

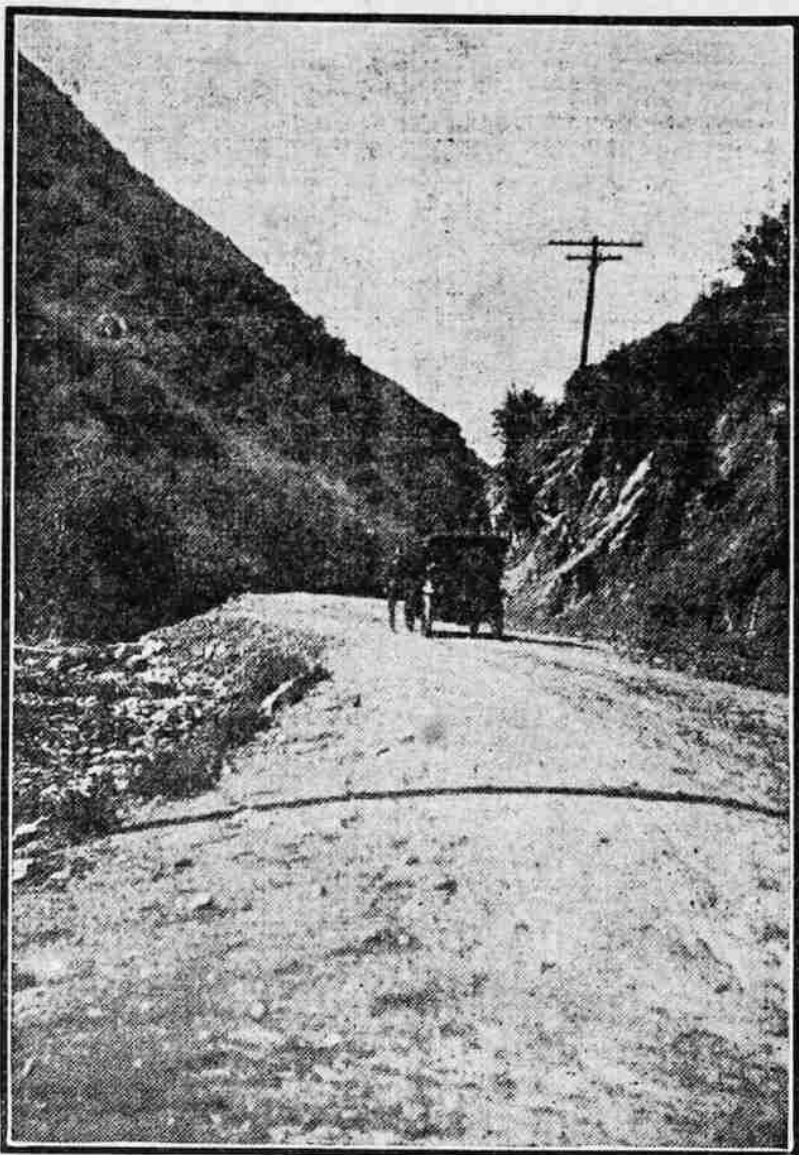
This illustration shows how accidents may be avoided by using a LIGHT THAT SHOWS THE WAY ALL THE WAY.

The patent covering the PETTY DIRIGIBLE
HEADLIGHT device was issued January 21, 1913.
The device has only six working parts and acknowl-
edged by mechanics to be mechanically perfect. It
is a light that shows the way all the way. It is the
first light that shows the way all the way.
The construction of this headlight device is prac-
tically simple, and is guaranteed not to shake or
vibrate during the life of the car when properly at-
tached. It can be easily attached at a nominal cost
to any automobile, all of which makes the PETTY
DIRIGIBLE HEADLIGHT especially valuable and
responsible for safety of automobiles and their occu-
pants. This light will supply a long felt need in the
automobile world and should be early adopted and put

into universal use on account of the safety and con-
venience which it affords.
The company has entered into a contract with a
manufacturing concern in Salt Lake City, 325 South
West Temple, known as the Dirigible Auto Headlight
Manufacturing Company, under the terms of which the
PETTY DIRIGIBLE HEADLIGHT COMPANY should
net in royalties at least \$3000 in 1914, \$5000 in 1915
and in 1916, and \$8000 in each succeeding year there-
after during the life of the contract, based on a roy-
alty of \$1 for each device manufactured. A new roy-
alty of \$1 for each device manufactured in the Middle West, has just
been concluded. It is expected also to make contracts
before the close of the present year with several large
automobile manufacturing concerns of the East for the
use of this dirigible light.

For Further Information Inquire
8th Floor McIntyre Bldg.

In Ogden Canyon



SEDAN WILL FEATURE STUDEBAKER DISPLAY

The feature of the Studebaker dis-
play at the show will be a five-passen-
ger Sedan body on the Studebaker
"Six" chassis. The Sedan is a closed
car with appointments of the highest
grade. The deep back seat capable of
accommodating three persons is up-
holstered in Laidlaw cloth. The seats and
top are covered with the same material
trimmed in silk braid. The driver's
seat is individual and at its side is a
folding auxiliary seat. The windows are
of sashless plate glass, curtained with
silk curtains. Corner lights illuminate
the interior of the body, and the ex-
terior side lamps are of Colonial de-
sign with concealed wiring.

E. A. Porter Returns.

E. A. Porter, assistant in charge of the
water resources branch of the United
States geological survey, returned to Salt
Lake yesterday from Nevada, where he
has been on official business.

Successful Everywhere.

People everywhere are talking of the
quick and fine results Foley Kidney
Pills give in backache, rheumatism, kid-
ney and bladder troubles. You cannot
take them into your system without
good results. That is because Foley
Kidney Pills give to the kidneys and
bladder just what nature calls for to
heal these weakened and inactive or-
gans. Schramm-Johnson, drugs, "the
never-substitutors," five (5) good
stores. (Advertisement.)

FORMER BALLOONIST TO MANAGE EXHIBIT

While Automobile Company
Will Show Hupmobile at
Auto Show.

The exhibit of the White Automobile
company will be presided over by Man-
ager Fred B. Aubert, a comparative
newcomer in the automobile field in Utah.
Mr. Aubert comes from Washington, D.
C., where he superintended the Hupmo-
bile agency, deeming that occupation
safer than aviation. Mr. Aubert was a
member of the Walter Wellman balloon
expedition, which made a spectacular
but unsuccessful attempt to cross the
Atlantic a few years ago, and which, to
use his own expression, came down "Ter-
rible" after covering about 1200 miles.

The exhibit of the White Automobile
company will feature Hupmobile cars,
and will consist of four and six-passen-
ger Hupmobile touring car and a stripped
Hupmobile chassis, besides the
White cars, which are expected to have a
greater sale than ever this year on ac-
count of the increasing tendency on the
part of automobile buyers to seek a ma-
chine of known quality.
The sale of Hupmobile "32s," which
were first placed on the market in Salt
Lake City last August, has necessitated
the enlargement of the White Automobile
company's service station and it now
has been expanded to double the size of
the last year's station, and includes
garage accommodations for more than
fifty cars. The White people have es-
tablished sub-agencies at Provo and Sa-
lma and have entered into negotiations
for the distribution of their cars in We-
ber and Boxelder counties. With the
help of these sub-agencies, more than 200
1914 Hupmobiles are expected to be dis-
posed of in 1914, and commencing March
1 two shipments will be received at Salt
Lake every week. The output of the
"Hup" factory this year will be over 350
cars, of which 50 per cent have already
been contracted for by European dealers.
In speaking of his exhibit, Fred Aubert
said:

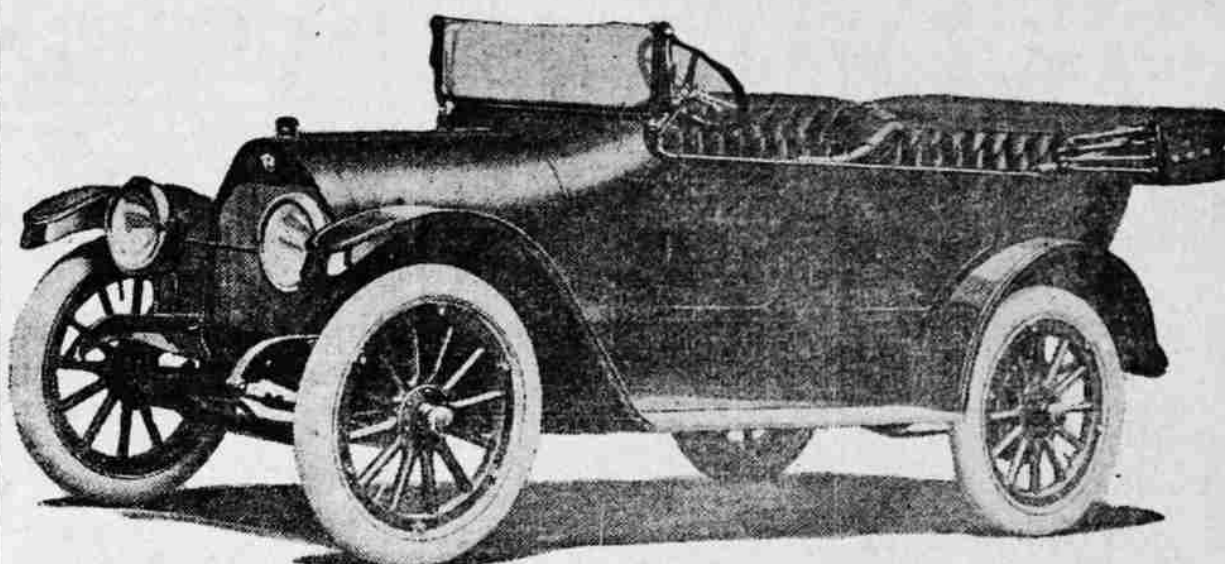
We are going to feature the sim-
plicity of the Hupmobile. It has less
moving parts than any other car. I
am going to demonstrate personally
our oiling system, which is the only
one used on a car manufactured in the
United States which offers the en-
tire power plant without the use of
mechanical pumps or the old system
of splash oiling. Our oiling system
uses the centrifugal force of the fly-
wheel to force oil through the engine,
and the centrifugal force of the hol-
low crank shaft to force oil into the
connecting rods and main bearings.

NEED OF INSURANCE FOR THE MOTORIST

Accidents to Machines and Occupants
Indicates Value of Adequate
Protector.

The tremendous increase in the manu-
facture and sale of automobiles has
made the insurance men of all countries
hasten to keep up with the procession.
Along with the inventions and improve-
ments in cars and motorcycles have
come many inventions and improve-
ments in policies, in order to meet the
demands of motorists.

A great tendency is noted among
purchasers and owners of machines to
disregard the greater hazards incident
to operating cars of all kinds, to wit:
personal injuries and damage to the
property of others.
The owner of a car can be held in
damages for all personal injuries to
pedestrians, occupants of other vehi-
cles, etc., and to guests in a car, caused
through its operation. An Ogden own-
er recently had a \$2500 judgment taken
against him following the death of a
guest in his car, who overturned with
its occupants. An owner must pay for
all property damaged by his car in any
way. There is practically no limit to
the amount an owner may be called
upon to pay from these sources, and yet
it is found that most car owners in
this section neglect to purchase insur-
ance against such losses, while they
usually purchase insurance at once pro-
tecting them from loss through fire,
theft and collision, which losses could
never exceed the value of the car, and
besides the percentage of losses there-
from is much smaller than through per-
sonal injuries and property damage.
The subject is one which seems worthy
of careful thought by all car owners.



\$220 Less This Year

Come Next Week---Show Week
See What This Price Now Buys

Three years ago—after 26 years of car
building—R. E. Olds announced Reo the
Fifth as the best car he could build.

He said that it marked his limit, and
that no man could ever build a better
car, save as new ideas came out.

That referred to the engine and chas-
sis. Bodies and equipment change, of
course. After 26 years he had perfected
a car which embodied the best that he
knew about motor car building.

That car involved an immense invest-
ment in machinery, jigs, tools, dies, etc.
And a charge was made against every
car to wipe that investment out.

Now it is all wiped out. Henceforth,
there is only the making cost, in a model
factory, perhaps the most efficient in its
line.

All of this saving now goes to our buy-
ers. Added to that are other savings.
Now R. E. Olds has accomplished
in this car the end of all his aims, a
standardized car, built under ideal fac-
tory conditions, giving matchless value
in this type of car.

THE NEW IMPROVEMENTS

This year's car has a new style body—
a low, rakish, low-hang body. A wider
body. A full streamline body with gon-
dola back—the very latest mode. There
is no handsomer car on the market.

The instrument board, with all instru-
ments set flush, is brought within reach
of the driver.

The windshield is ventilating, clear vi-
sion and rain vision. The searchlights
have dimming attachment.

The gears are tested for 75,000 pounds
per tooth, the springs for 100,000 vibra-
tions.

There are 15 roller bearings in the car.
There are 190 drop forgings, to avoid the
risk of flaws. The carburetor is doubly
heated, the car is over-tired.

The car is built slowly and carefully.
The output is limited to fifty cars daily.
Parts are ground over and over to get
utter exactness. There are countless
tests and inspections.

These costly extremes have made this
car famous. They bring low cost of
upkeep. On their account this car,
year after year, runs as well as new. Tens
of thousands of owners now know this.

The upholstery is deep and soft.

There is a new style tire carrier on the
back, which holds the tail light and the
number tag in a manner to comply with
all laws. We add an electric horn.

ELECTRIC EQUIPMENT

This year the car comes completely
equipped, including electric self-starter
and electric lights, all controlled from the
driver's seat.

Mohair top, curtains and envelope
speedometer, windshield, electric horn,
extra demountable rim, tools, robe rail,
everything complete.

ONE-ROD CONTROL

This car alone has the left-side drive
with the one-rod center control. In all
other cars there are levers in the driver's
way.

In Reo the Fifth all the gear shifting
is done with one small rod, completely
out of the way. It is done by moving
this rod only three inches in each of four
directions.

There are no brake levers because both
of the brakes are operated by foot ped-
als, so the driver's way is clear. He en-
ters from either side. This is a feature
which every man wants and which no
other car can offer.

BUILT AS BEFORE

In all other respects this new Reo the
Fifth is built as it was before. There
are all the costly features here which
made this car distinctive.

The steel is twice analyzed, so the
strength is made certain. Each vital
part, at much added cost, is given 50 per
cent over-capacity.

There comes a new era in motor car
prices with this Reo the Fifth reduction.

Here is a car with 30 to 35 horsepower.
A roomy, luxurious car, with body and
equipment like the costliest cars. A car
built by R. E. Olds, with all his mar-
gins of safety, his care and precaution.
A better car cannot be built, whatever
price one asks.

And this car this year is sold at \$1275
f. o. b. Salt Lake. With electric starter,
electric lights and complete equipment.

Come and see what this means to you.
See what a car can now be bought at a
price which last year was unthinkable.

Grady-Roueché Motor Car Company

148 EAST FIRST SOUTH STREET.

After March 1, 344 South State.

Phone Wasatch 6992

BUYERS ATTRACTED BY 1914 THOR LINE

J. Louis Anderson, State
Agent, Sees Unusually
Heavy Business.

The Thor motorcycle line for 1914
presents some very attractive models.
It is sold in Salt Lake by J. Louis
Anderson, who also has the entire
state in his distributing territory. The
Thor agency is located at 306 South
West Temple street.
Four models are offered by the Thor
makers this year, two singles and two
twins. One of the twins is a seven-
horsepower machine and the other has
nine horsepower. The nine-horsepower
model is being made the feature of the
line. Two speed gear is optional on
all models.
The Thor makers claim for their nine-

horsepower model that it is the largest
and most powerful motorcycle made.
According to Mr. Anderson, the Thor
makers are unusually conservative in
their rating of power and the Thor
"nine" would have more than its rated
power under some ratings which are
used.

For the man who wants more
power on the hills and greater flexi-
bility we recommend this motor above
all others," says Agent Anderson. Dis-
cussing the models offered this year and
the prospects for the season Mr. Ander-
son says:
Our machines are made for the
discriminating buyers, the sort who
want something better, more re-
liable, greater simplicity, and abso-
lute freedom from experimental
features and catchy novelties
which cause trouble and excessive
weight without adding anything to
pleasure or comfort.
Our machines are absolutely com-
fortable and easily handled
through the use of our spring
forks, these give freedom from side
sway, the spring seat post suspends
the rider on fourteen inches of
coiled springs.
We have the only motor with a
unit power plant, and direct chain
drive. This eliminates the short
chain with its excessive wear, dirt,
and liability to breakage and ex-
pensive replacements. We use Bosch
magneto exclusively. Our two

speed gear is in its fourth year of
success.
Business looks better than ever
before, to us, on account of the
more popular price that we can
offer for 1914, people are realizing
more than ever that quality and
consistent performance, coupled
with economical operation is worth
the slight difference in price that
we ask. Our equipment is optional
either electric lights or prestolite
is offered.
Our demonstrators have been in
but a short time. Still we have
delivered five machines to date and
have twenty-five orders for spring
delivery. We still look after the
ladies in the new Stoll Dream tan-
dems; these are Quick Detachable,
for 1914; on or off the machine in
ten seconds. We are state distribu-
tors for this tandem.

Reports For Duty.

John H. Blevins of St. Anthony, Idaho,
recently appointed deputy in the office
of the United States collector of internal
revenue, yesterday reported for duty at
the local office. Mr. Blevins will be field
duty.

Matter appearing on the automobile page
published in news, but under the recent law
passed by congress is classified as advertis-
ing because the dealers mentioned carry an ad
in another part of this paper. In no case
are these notices paid advertisements.